

JUNE 19, 1978

A NEW KIND OF COMMUNITY RELATIONS  
(INSERTS AVAILABLE IN TAPE LIBRARY)

ANNCR: AMERICAN DEPARTMENT STORES ARE IN BUSINESS TO SELL CLOTHING,  
FURNITURE AND OTHER HOUSEHOLD GOODS. AT LEAST THAT USED TO  
BE THE CASE. BUT IN RECENT YEARS MANY OF THESE FIRMS HAVE  
BEEN OFFERING ANOTHER KIND OF COMMUNITY SERVICE -- ONE  
FROM WHICH BOTH THE CONSUMER AND THE COMMUNITY BENEFIT.  
HERE WITH THAT STORY IS -----.

NARR: BLOOMINGDALE'S IS A MAJOR NEW YORK DEPARTMENT STORE WITH  
THIRTEEN BRANCH STORES THROUGHOUT THE UNITED STATES.  
DURING THE PAST FEW WEEKS CUSTOMERS IN THE NEW YORK AND  
WASHINGTON AREA STORES HAVE FOUND SHOPPING A CULTURAL AND  
CULINARY EVENT:

TAPE: CUT ONE -- INDIAN MUSIC - FADE IN, UP AND OUT

VOICE: MARVIN TRAUB, PRESIDENT OF BLOOMINGDALE'S, EXPLAINS WHAT  
HAS BEEN HAPPENING:

TAPE: CUT TWO -- TRAUB

"THIS KIND OF A PROMOTION WHERE WE ARE DEEPLY INVOLVED BOTH  
IN MERCHANDISE AND IN SPECIAL EVENTS FROM INDIA IS IN ITS  
SCOPE SOMEWHAT OF A NEW THING. WE'RE REALLY TOUCHING ON  
MUCH OF THE CULTURE, THE FASHIONS, THE HISTORY OF THE  
COUNTRY AND IT'S CONSIDERABLY BROADER THAN MOST OF THE  
THINGS THAT HAVE BEEN DONE BEFORE."

NARR: WHILE CUSTOMERS BROWSE THROUGH THE LARGEST SELECTION OF  
INDIAN CONSUMER GOODS ON SALE ANYWHERE IN THE UNITED STATES,  
THEY HAVE ALSO BEEN OBSERVING INDIAN CRAFTSMEN AND ARTISTS  
AT THEIR WORK. NEWLY-MADE SAMPLES OF THE ANCIENT ARTS OF  
INDIA -- MINIATURE PAINTING, POTTERY, FLOOR DECORATION, AND  
METAL WORK -- HAVE BEEN ON SALE. BLOOMINGDALE'S CUSTOMERS

NARR: HAVE ALSO BEEN ENJOYING INDIAN ENTERTAINMENT: PUPPET SHOWS,  
(CONT'D) DANCING AND MUSIC, AND YOGA DEMONSTRATIONS. ANY TIRED  
SHOPPER COULD SIT DOWN AND ENJOY AN INDIAN MEAL SERVED IN THE  
STORE'S RESTAURANT.

THE PROMOTION OF INDIAN FASHIONS AND CRAFTS AT BLOOMINGDALE'S  
HAS INVOLVED MORE THAN ENTERTAINMENT FOR CUSTOMERS; IT HAS  
ALSO BEEN A WAY OF RAISING MONEY FOR CULTURAL AND CHARITY  
ORGANIZATIONS IN NEW YORK AND THE WASHINGTON AREA. PEOPLE  
INTERESTED IN SUPPORTING SUCH ORGANIZATIONS BUY TICKETS;  
BLOOMINGDALE'S PROVIDES INDIAN FOOD, ENTERTAINMENT AND  
FASHIONS IN THE VARIOUS STORES; AND THE PROCEEDS GO TO  
CHARITY. THUS THE COMMUNITY BENEFITS.

THIS NEW KIND OF COMMUNITY RELATIONS IS NOT UNIQUE WITH  
BLOOMINGDALE'S. MANY AMERICAN DEPARTMENT STORES NOW PROVIDE  
SPACE, ADVERTISING AND OFTEN FOOD FOR PROMOTIONAL EVENTS,  
AND DONATE THE PROCEEDS FROM TICKETS TO CULTURAL AND COMMUNITY  
SERVICE ORGANIZATIONS. BLOOMINGDALE'S HAS STAGED PROMOTIONS  
IN THE PAST OF GOODS FROM ITALY, FRANCE, ENGLAND, SCANDINAVIA,  
AND CHINA.

TAPE: CUT THREE -- TRAUB

"WE THINK OUR CUSTOMERS ARE VERY INTERESTED IN THE MERCHANDISE  
AND THE CULTURE OF OTHER COUNTRIES, SO IT BRINGS MANY PEOPLE  
INTO THE STORE. AND WE ARE ABLE TO DO SOMETHING FOR A COUNTRY  
LIKE INDIA. INDIAN MANUFACTURERS AND PEOPLE IN OTHER PARTS  
OF THE WORLD LEARN A GREAT DEAL ABOUT THE WAY AMERICA WORKS,  
THE WAY OUR STORES WORK AND HOPEFULLY ABOUT WHAT SELLS NOW  
AND IN THE FUTURE."

ANNCR: YOU'VE JUST HEARD MARVIN TRAUB, PRESIDENT OF BLOOMINGDALE'S  
DEPARTMENT STORE, TALKING ABOUT A NEW KIND OF COMMUNITY  
RELATIONS THAT'S MAKING SHOPPING MORE ENTERTAINING IN  
AMERICAN DEPARTMENT STORES.

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